

fashion / calendar

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February 10, 1964

1964

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 7, 1964</u>			
Thursday Feb. 6; Feb. 7 9:00 A.M.; 12:00 Noon	FASHIONS IN ZEFKROME AT BREAKFAST & LUNCHEON Dow Chemical will preview a special collection of Fall idea fashions in Zefkrome double knits, sweater yarns, woven and stretch fabrics, Feb. 6 and 7 at 9:00 (breakfast); 12:00 Noon (luncheon). For apparel manufacturers and designers. By invitation. Contact: Laurel Rollins, PL. 7-8300.	DOW CHEMICAL COMPANY	350 FIFTH AVENUE ROOM - 801
Thursday Feb. 6 9:30 A.M. Coffee	PRESS PREVIEW: MODEL ROOMS Preview for the press of new model rooms for young homemakers. By invitation. (For Release, Mon., Feb. 10.) Publicity: Lorraine Talent, OR. 9-7800.	B. ALTMAN & CO.	7TH FLOOR
Thursday Feb. 6 9:30 A.M. Coffee	PRESS PREVIEW: INT'L SPRING SHOE FASHIONS International Spring shoe fashions. By invitation. (For Release, Fri., Feb. 7.) Publicity: Mary Ann Crenshaw, OX. 5-4000, Ext. 279.	OHRBACH'S	3RD FLOOR SHOE SALON
Thursday Feb. 6 10:30 A.M.	PRESS PREVIEW OF SUMMER COLLECTION By invitation. Also, Feb. 12, 13, 19 at 10:30 A.M. By appointment. Contact: Myra de Francesca or David Taxier, IA. 4-8490.	EDWARD ABBOTT- WILSON FOIMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Feb. 6 10:30 A.M.	PREVIEW OF SUMMER COLLECTION Helena Barbieri's collection of Summer cocktail and evening fashions. By invitation; also Feb. 11 and 13 at 9:30 A.M. By appointment. Continuous thereafter. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 6 11:00 A.M.	OPENING: SUMMER JUNIOR COLLECTION Showings Feb. 6 and 11 at 11:00 A.M. Contact: IO. 5-2626.	ARKAY JUNIOR	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 6 3:00 P.M.	OPENING: SUMMER MISSES COLLECTION Showings Feb. 6 and 11 at 3:00 P.M. Contact: IO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 6 4:00 P.M. Cocktails	PREVIEW: FALL AND WINTER KNITWEAR Knit ensembles and dresses in silk and wool for Fall and Winter; also men's knitwear. By invitation. Publ.: Ruth Hammer, EL. 5-7872.	KORRIGAN-PARIS; AVAGOLF OF MILAN	HAMPSHIRE HOUSE THE COTTAGE
Friday Feb. 7 10:00 A.M.	PREVIEW: FALL-WINTER BOOT COLLECTION Golo will preview their Fall and Winter boot collection for 1964-1965. By invitation. Thereafter continuous at showroom. Contact: Arthur Samuels, Jr., BR. 9-5800.	GOLO FOOTWEAR CORP. (350 FIFTH AVENUE)	EMPIRE STATE CLUB 350 5TH AVE. (21ST FL.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 7	ALTMAN'S RELEASE DATE--Bill Blass fashions. (Preview, Feb. 5)		
Friday Feb. 7 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Press preview, by invitation. Thereafter Feb. 11, 12, 17 at 11:00 A.M. By invitation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	500 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Feb. 7 1:00 P.M.	OPENING: SUMMER COLLECTION Mademoiselle Ricci's Summer collection, designed in Paris. (<u>Note Change of Date and Time.</u>) Also Feb. 12 at 10:30. By invitation. Contact: Marta Schreiber, OX. 5-4760.	MADemoisELLE RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Friday Feb. 7 7:30 P.M. Dinner	FASHION SHOW AT DINNER Showing of Sam Friedlander fashions, designed by Bob Bugnand, sponsored by Eastern Airlines. Gloves--Kislay. Shoes--Fiorentina. Gifts and perfume.(Show at 8:45 followed by dancing.) Press by invitation. Public by reservation: \$6.50; contact: Mr. Matt, EL. 5-3000, Ext. 318. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	SAM FRIEDLANDER, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA PEACOCK ALLEY

WEEK BEGINNING MONDAY, FEBRUARY 10, 1964

Feb. 10	ALTMAN'S RELEASE DATE--New model rooms. (Preview, Feb. 6--See Pg.1)		
Monday Feb. 10 10:30 A.M.	PRESS PREVIEW: SUMMER COLLECTION Preview of Jerry Silverman's Summer collection, designed by Shannon Rodgers Thereafter, daily by appointment. Contact: Jean Dionne, CH. 4-4940 or CH. 4-7522.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Feb. 10 1:15 P.M.	OPENING: SUMMER COLLECTION Thereafter Feb. 12, 17, and 19 at 1:15. By reservation. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Feb. 10 2:15 P.M.	OPENING OF SUMMER COLLECTION Paul Parnes' Summer collection, designed by Karen Stark and Fernando Bosc, at 2:15 P.M., Feb. 10, 12, 17. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Feb. 10 2:30 P.M.	OPENING: SUMMER DRESSS COLLECTION Summer collection, designed by Philippe Tournaye for Rembrandt, Feb. 10, 13, 18 at 2:30. By reservation. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 10 3:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER DRESSES By invitation. Trade showings Feb. 11 and 12 at 3:00 P.M. By reservation. Contact: Paula Gregoriade, IO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday Feb. 10 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTIONS Summer collections by Sylvan Rich for Martini Designed; and Jerry Parnis for Miss Martini. By invitation. Also showing Feb. 12 at 4:00. By appointment. Contact: Eli Lehrman, IO. 4-0616.	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

READY-TO-WEAR TIME TABLE, WEEK OF FEB. 10
 ("O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOW; "*" ALSO SHOWING FRIDAY)

<u>MONDAY, FEB. 10</u>	<u>TUESDAY, FEB. 11</u>	<u>WEDNESDAY, FEB. 12</u>	<u>THURSDAY, FEB. 13</u>
8:45			Via Veneto, 7
9:30	Modern Couture Robert Strong		Modern Couture
10:00	Adele Simpson(O)	Adele Simpson	Adele Simpson
10:30 David Crystal Leonard Arkin Jerry Silverman(P)	David Crystal Pattullo-Copeland(O) Jane Derby(O)	David Crystal Pattullo-Copeland David Goodstein Edward Abbott Mademoiselle Ricci	David Crystal *Pattullo-Copeland Jane Derby Edward Abbott
11:00 Andrew Arkin	Wragge Andrea A; Mlle. Arlette Arkay Junior	Wragge	
11:30	Arthur Jablow	Arthur Jablow	Arthur Jablow Mignon(O)
12:00	Estevez Harold Levine(O)	Estevez Paul Blumenstein Mollie Parnis(O)	Estevez Harold Levine Mollie Parnis Ceil Chapman(O)
1:00 Jr.Sophisticates	Jr.Sophisticates Harvey Berin(O) Hannah Troy(O) Mr. Mort	Jr.Sophisticates Harvey Berin Hannah Troy Tanner of N.C.	Jr.Sophisticates *Harvey Berin *Teal Traina(O)
1:15 Nat Kaplan(O)	Oleg Cassini Young America	Nat Kaplan Gothe(O)	Gothe
1:30	Lee Claire		Lee Claire
2:00	Rappi(O)	Rappi	Rappi
2:15 Paul Parnes(O)		Paul Parnes	
2:30 Young Elegante by Larry Aldrich Rembrandt(O)	Larry Aldrich(O) Ira Rentner(O) Jamison Maurice Rentner Branell(O) Anthony Blotta(O) Robert Sloan(O)	Larry Aldrich Ira Rentner Jamison	Young Elegante by Larry Aldrich Rembrandt Jamison Maurice Rentner Branell Christian Dior- New York(O)
3:00 Anne Fogarty(O)	Anne Fogarty Arthur Cole Margot	Anne Fogarty	
4:00 Martini Designed; Miss Martini(P)	Townley-D.Brooks(O) Harmay(O)	Townley-D.Brooks Harmay	Samuel Winston(O) Malcolm Starr(O)
5:00			Trigere(O)

CONTINUOUS SHOWINGS--These Summer collections have opened.

- ALBERTO KNITS, INC.; . . . Imported knits; also Albert Alfus fashions in leather.
ALBERT ALFUS 500 Seventh Avenue, 8th Floor, WI. 7-0107.
- ARBE ORIGINALS, INC.. . . Separates, imported knits, casual suits, by Dorothy Arden.
498 Seventh Avenue, 11th Floor, LW. 4-0220.
- ARKIN KNITS Summer knitwear collection.
530 Seventh Avenue, 6th Floor, WI. 7-5324.
- BARBERINI LTD.. . . . Summer suit collection.
230 West 38th Street, 9th Floor, PE. 6-2991.
- CABANA. Beachwear, sportswear, dresses by Pembroke Squires.
1410 Broadway, 17th Floor, WI. 7-0326.
- CAMEO EVENING FASHIONS. . Cocktail and evening fashions, by George Nardiello.
FIVE-THIRTY P.M. 530 Seventh Avenue, 3rd Floor, PE. 6-0151.
- ANN CAMPION, INC. . . . Gardening and leisure fashions for Spring-Summer.
15 East 53rd Street, 6th Floor, HA. 1-0120.
- DAVID CRYSTAL, INC. . . Summer suit collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- ANNE FOGARTY, INC.. . . Summer sportswear fashions.
530 Seventh Avenue, 14th Floor, LO. 4-9115.
- FONTANA OF ROME Spring-Summer ready-to-wear collection.
Hotel Plaza, Suite 336, PL. 3-7244.
- WAYNE FULLER, INC.; . . California collection; after-five fashions by Maison Fuller.
MAISON FULLER Gotham Hotel, Suite 1001, CI. 7-2200.
- GAY GIBSON, INC..... Summer collection.
1407 Broadway, 39th Floor, LO. 5-4212.
- HAYETTE Summer junior collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- HAYMAKER. Summer sportswear collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- HEISER, INC.. Dresses and playclothes, designed by Silvano of Roma.
550 Seventh Avenue, 6th Floor, LO. 3-1534.
- NAN HERZLINGER. Summer collection, designed by Nan Herzlinger.
242 West 38th Street, 11th Floor, OX. 5-1735.
- IZOD IFFY Summer coat collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- SEYMOUR JACOBSON, INC.. Summer wardrobe collection.
530 Seventh Avenue, 8th Floor, CH. 4-3488.

(continued on following page)

CONTINUOUS SHOWINGS (continued from page 4)

- JUNIOR ACCENT, INC. . . .Summer collection, designed by Frank Adams.
498 Seventh Avenue, 10th Floor, LO. 4-1434.
- KIMBERLY KNITWEAR, INC.. .Spring-Summer knitwear collection.
1410 Broadway, 10th Floor, LO. 4-1080.
- VIRGINIA KREMENTZReady-to-wear imported fashions; also designs from New York.
42 West 58th Street, Room 203, PL. 3-4464 or PL. 3-3500.
- LADY MANHATTAN.Shirts, skirts, go-togethers, sportswear and sports dresses.
1407 Broadway, 15th Floor, CO. 5-2975.
- LANZ ORIGINALS, INC.. . .Summer junior dresses and sportswear. By appointment.
1407 Broadway, 26th Floor, OX. 5-6440.
- LESLIE FAY, INC..Summer dress collection.
1400 Broadway, 16th Floor, LW. 4-9000.
- LOOMCOGS, INC. &.Midsummer sportswear by Leo Narducci; Arnold Palmer Golf
SPORTS EDITIONS 1410 Broadway, 15th Floor, LW. 4-2770. /clothes.
- McMULLEN.Summer dresses and coordinates.
550 Seventh Avenue, 20th Floor, OX. 5-4270.
- ROSALIE MACRINI, INC. . .Summer capsule collection. By appointment.
550 Seventh Avenue, 11th Floor, CH. 4-2655.
- MAJESTIC SPECIALTIES. . .Color-coordinated separates, designed by Jeanne Essig.
1410 Broadway, 16th Floor, LO. 4-3113.
- MAM'SELLESummer junior fashions, designed by Betty Carol.
498 Seventh Avenue, 21st Floor, CH. 4-7373.
- MR. GEESportswear, playclothes and dresses, by Ruthanne Tuttle.
1407 Broadway, 25th Floor, WI. 7-8178.
- NOEL JUNIORS, INC.. . . .Spring-Summer junior and petite fashions.
1400 Broadway, 31st Floor, BR. 9-3112.
- GINO PAOLI. "Milan"--couture knitwear fashions.
1407 Broadway, 37th Floor, BR. 9-0925.
- PARNES FEINSTEIN, INC.. .Daytime to evening fashions, designed by Mort Mogel.
530 Seventh Avenue, 10th Floor, BR. 9-0965.
- PETTI 4'S INC..Summer custom-size petites.
498 Seventh Avenue, 17th Floor, CH. 4-3558.
- P F SOPHISTICATESSummer collection, designed by Alan Donath.
530 Seventh Avenue, 3rd Floor, BR. 9-0965.
- PHELPS.Spring-Summer collection. By appointment.
(SKYLAND, N.C.) Sheraton-Russell Hotel, Suite 711, MU. 5-7674.

(continued on following page)

CONTINUOUS SHOWINGS (continued from page 5)

R & K ORIGINALS, INC. . . .Summer collection. By appointment.
1400 Broadway, 5th Floor, PE. 6-0900.

SAMUEL ROBERT, INC. . . .Leather collection; also fabric and leather combinations.
1407 Broadway, 27th Floor, LA. 4-4562.

MORT SCHRADERSummer collection.
530 Seventh Avenue, 15th Floor, LO. 4-9194.

STEPHAN LTD..Summer misses dresses.
530 Seventh Avenue, 15th Floor, LO. 4-9194.

ALFRED WERBER, INC. . . .Summer collection of junior and "tall" dresses.
(ST. LOUIS, MO.) 1400 Broadway, 9th Floor, LA. 4-0648.

WHITE STAG MFG. CO. . . .Summer sportswear and separates.
1407 Broadway, 18th Floor, BR. 9-1972.

WILROY, INC..Summer collection, designed by Bea Grossman.
1400 Broadway, 9th Floor, LA. 4-6516.

CASTILLO FOR.Summer collection, designed by Castillo for Zacari.
ZACARI, LTD. 1410 Broadway, 18th Floor, PE. 6-3650.

Monday	SUMMER '64	DU PONT COMPANY	N.Y. HILTON HOTEL
Feb. 10	FASHION SHOW	TEXTILE FIBERS	TRIANON ROOM
5:30 P.M.	Presentation of "The Art of Fashion, Summer '64"--featuring fashions in		
Cocktails	Du Pont fibers from better dress and suit collections. <u>Show promptly at</u>		
	6:00. For press and retail trade only. By invitation. Press contact:		
	Blanche Gaillard, 971-4309. Trade contact: Lee Crabb, 971-4207.		
Beginning	OPENING OF SUMMER	VERA MAXWELL INC.	530 SEVENTH AVENUE
Monday	COLLECTION		SHOWROOM - 26TH FLOOR
Feb. 10	Informal showings of Vera Maxwell's Summer collection. By appointment.		
	Contact: Harold Queler, LO. 3-4358.		
Beginning	OPENING: CALIFORNIA	BUD KILPATRICK	HOTEL PLAZA
Monday	SUMMER FASHIONS	(2139 STONER AVE., L.A.)	
Feb. 10	Bud Kilpatrick will present his Summer fashions, beginning Feb. 10 through		
	Feb. 15. By appointment. Contact: Eph Feinberg, PL. 9-3000.		
Beginning	SPRING-SUMMER	RUDI GERNREICH FOR	CHARLES ROSE ASSOC.
Monday	KNITWEAR COLLECTION	HARMON KNITWEAR	1407 BROADWAY(RM.600)
Feb. 10	Continuous daily showings of knits--swimwear, dresses, and separates,		
	designed by Rudi Gernreich. Contact: BR. 9-5664.		
Beginning	OPENING: SUMMER	JONNY HERBERT, INC.	498 SEVENTH AVENUE
Monday	COLLECTION		SHOWROOM - 18TH FLOOR
Feb. 10	Informal daily showings of Summer late-day to evening fashions, including		
	long formals. Contact: Dorothy David, LO. 5-6900.		
Beginning	OPENING: HONG KONG	EMPIRE HOUSE,	CHARLES ROSE ASSOC.
Monday	SUMMER COLLECTION	HONG KONG	1407 BROADWAY(RM.600)
Feb. 10	Daily showings of Hong Kong Summer silk dresses. Contact: BR. 9-5664.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 11 9:30 A.M. Breakfast	PRESS PREVIEW: "SPRING GOLD" FASHIONS Preview of fashions and accessories featuring "Spring Gold" colors. By invitation. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	1ST FLOOR
Tuesday Feb. 11 10:00 A.M.	OPENING OF SUMMER COLLECTION Also Feb. 12, 13, 18, 20 at 10:00. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 11 10:30 A.M.	OPENING OF SUMMER COLLECTION Daily showings at 10:30, except Mondays. Contact: LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Feb. 11 10:30 A.M.	SHOWING OF SUMMER COLLECTION Showings Feb. 11, 13, 17, 19, 21 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 11 12:00 Noon	OPENING OF SUMMER COLLECTION Showings Feb. 11, 12, 13, 17, 19, 20 at 12:00 Noon. By appointment. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ	500 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 11 12:00 Noon	OPENING: SUMMER COLLECTION Showing of misses sizes, designed by Don Breitingner. Showing at 12:00 Noon Feb. 13 and 19. By appointment. Contact: LA. 4-0237.	HAROLD LEVINE INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Feb. 11 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings at 1:00 P.M., Feb. 11, 12, 18, 19, 25. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Feb. 11 1:00 P.M.	OPENING OF SUMMER COLLECTION Also, Feb. 12, 13, 14, 17, 18, 19, 20, 25, 26. By reservation. Contact: Lynne Lyons Blum, PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 11 2:00 P.M.	OPENING: SUMMER MISSES COLLECTION Showings at 2:00 P.M., Feb. 11, 12, 13, 17. Contact: LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING: SUMMER COLLECTION Anthony Blotta's Summer collection. For press and buyers, by invitation. Continuous thereafter, by appointment. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING: SUMMER COLLECTION Also, Feb. 13, 18, 20, 26 at 2:30. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING: SUMMER COLLECTION Robert Sloan will present his Summer collection of sportswear, play-clothes, and dresses, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter. Publ.: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings of petite dresses, suits, and costumes, Feb. 11, 12, 18, 20 and 25 at 2:30. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 11 4:00 P.M.	OPENING OF SUMMER COLLECTION Showing at 4:00, Feb. 11, 12, 18. By appointment.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR Contact: PE. 6-5547.
Beginning Tuesday Feb. 11	OPENING: SUMMER COLLECTION Cocktail dresses, long formals, and reception ensembles, designed by Donn Auten. Continuous showings. Contact: Blossom Furst, WI. 7-5370.	HARVEY FURST, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Feb. 11	OPENING OF SUMMER COLLECTION Daily informal showings, by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Feb. 11	OPENING: SUMMER COLLECTION Continuous showings of daytime and late-day junior fashions, designed by Frances Prisco. Contact: LO. 4-9311.	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Feb. 11	OPENING: SUMMER FASHIONS DESIGNED BY KASPER Daily informal showings of Joan Leslie's Summer "Misses Sizes for the Young Connoisseur," designed by Kasper. Contact: Isabelle Crawford, LW. 4-9000.	JOAN LESLIE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Feb. 12	LINCOLN'S BIRTHDAY AND ASH WEDNESDAY (Beginning of Lent).		
Feb. 12	MACY'S RELEASE DATE--Children's Easter fashions. (No Press Show)		
Wednesday Feb. 12 10:00 A.M. Coffee	PRESS PREVIEW OF SPRING SHOE FASHIONS Preview for the press of Gimbels' Spring shoe collection. By invitation. (For Release, Fri., Feb. 14.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Wednesday Feb. 12 12:00 Noon	OPENING: SUMMER COLLECTION Mollie Parnis' Summer collection, Feb. 12, 13, 18, 20 at 12:00 Noon. By reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Feb. 12 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Showings Feb. 12, 13, 17, 19 at 1:15 P.M. By appointment. Contact: Larry Farragut or Vivian Burnett, LO. 5-2727.	GOTHE (DAVID E. GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 13 8:45 A.M. Breakfast	PREVIEW: ITALIAN BOUTIQUE FASHIONS Preview of Italian boutique fashions for Fall-Winter 1964-65, designed by Chiara Ghigi. Show at 9:15 promptly. By invitation. (Note Change of Date.) Thereafter continuous daily showings. Contact: Ruth Weber, CH. 4-0556.	VIA VENETO, 7 (DIV. GINO PAOLI)	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 13 10:00 A.M.	PREVIEW: SIMONETTA ET FABIANI FASHIONS Altman's preview for the press of Simonetta et Fabiani fashions. By invitation. (For Release, Mon., Feb. 17.) Contact: Miss Sullivan, OR.9-7800, Ext. 412. Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR FUR SALON
Thursday Feb. 13 11:30 A.M.	OPENING OF SUMMER COLLECTION Summer collection, designed by Dorothy Farbo. Showings Feb. 13, 17, 19 at 11:30 A.M. By reservation. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Feb. 13 12:00 Noon	OPENING OF SUMMER COLLECTION Also, Feb. 18, 19, 20 at 12:00 Noon. By reservation. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday Feb. 13 12:00 Noon Luncheon	COSMETICS DIVISION LUNCHEON MEETING "The Urge to Merge"--Three Points of View. Speakers: Isadore Barmash-- "N.Y. Herald Tribune." H.W. Grathwohl, Vice President--Noxzema Chemical Co. Richard Salomon, President--Charles of The Ritz. Chmn.: Helen Van Slyke--House of Fragrance, and Elinor McVickar--"Harper's Bazaar." Prices: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday Feb. 13 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 13, 14, 17, 18, 24 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday Feb. 13 2:30 P.M.	OPENING: SUMMER COLLECTION Showings promptly at 2:30 P.M., Feb. 13 and 19. By appointment only. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday Feb. 13 4:00 P.M.	OPENING OF SUMMER COLLECTION Malcolm Starr will present the Frank Starr Originals Summer collection, designed by Elinor Simmons and Celia Phillips. By invitation. There- after Feb. 18 and 20, by appointment. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 13 5:00 P.M.	OPENING OF SUMMER COLLECTION Showings: Feb. 13 at 5:00; Feb. 14 at 2:30 (<u>press</u>); Feb. 18 at 10:30 and Feb. 19 at 2:30. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Feb. 14	GIMBELS' RELEASE DATE--Spring shoe fashions. (Preview, Feb. 12--See Pg. 8)		
Feb. 14	SLOANE'S RELEASE DATE--"Young Sloane Shop." (No Press Show)		
Beginning Friday Feb. 14	OPENING: SUMMER COLLECTION Daily informal showings of Claret Sportswear; Imports; and Casuals for Summer. Contact: Judith Shorten, LO. 3-6126.	CLARET ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Feb. 17	ALTMAN RELEASE--Simonetta et Fabiani fashions. (Preview Feb. 13--See Above)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 17 10:00 A.M. Breakfast	PRESS PREVIEW OF SILK FASHIONS "The Flutter of Silk"--preview for the press of silk fashions. By invitation. (For Release, Tues., Feb. 18.) TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR ROSE ROOM
Monday Feb. 17 12:00 Noon	OPENING OF SUMMER COLLECTION Also Feb. 18, 19, 20, 24 at 12:00 Noon. By appointment. Contact: LW. 4-0454	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday Feb. 17 2:30 P.M.	FASHION CONFERENCE: FALL-WINTER 1964 Evaluation of Fall trends in apparel and footwear, colors, textures, shapes, designs in ready-to-wear and shoes; presentation of NSRA Mercury Award; guest and narrator of NSRA's story--John Weitz, President. Admission by advance registration. Tickets: \$6.00, members; \$7.50, non-members (includes swatched color guide). Contact: Thelma Hennessey, MU. 6-7520.	NAT'L SHOE RETAILERS ASSOCIATION	HOTEL PLAZA BALLROOM
Monday Feb. 17 4:00 P.M.	OPENING: SUMMER BOUTIQUE COLLECTION Showings Feb. 17 and 20 at 4:00 P.M. (<u>Note Change of Date.</u>) By invitation. Contact: Eli Lehrman, LO. 4-0616.	SCAASI BOUTIQUE FOR MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday Feb. 17	OPENING: SUMMER COLLECTION Daily informal showings of Sarmi's Summer collection. By appointment. Contact: Faye Berke, CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 17	OPENING OF SUMMER COLLECTION Continuous showings of Sam Friedlander's Summer collection, designed by Bob Bugnand. By appointment. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Feb. 18 11:30 A.M.	ELIO BERHANYER FASHIONS FOR MISS BERGDORF Preview for the press of Elio Berhanyer Spring fashions for Miss Bergdorf. By invitation. (<u>For Release, Wed., Feb. 19.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Tuesday Feb. 18; Feb. 19 3:00 P.M.- 5:00 P.M.	PREVIEW: NEW FABRICS AND COLOR DEVELOPMENTS Preview of new fabrics and colors for Fall 1964 at the "Milliken Break-fast Show." Continuous walk through display. (Refreshments) By invitation. Contact: Pat Flannery, OX. 5-1200, Ext. 436.	DEERING MILLIKEN, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 20 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Spring custom-order fashions at a preview for the press. By invitation. (<u>For Release, Fri., Feb. 21.</u>) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER, INC.	609 FIFTH AVENUE SALON - 8TH FLOOR
Friday Feb. 21 9:30 A.M. Breakfast	PRESS PREVIEW: READY- TO-WEAR IMPORTS Preview for the press of Macy's "Made-in-Europe" ready-to-wear collection. By invitation. (<u>For Release, Mon., Feb. 24.</u>) Publicity: Joan Springler, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Feb. 28	MACY'S RELEASE DATE--"Made-in-Europe" collection.(Preview, Feb.21--See p.10)		
Monday Feb. 24	FABRIC EXHIBIT FOR FALL 1964	DU PONT COMPANY	EMPIRE STATE BLDG. SHOWROOM - 4TH FLOOR
9:30 A.M.- 4:30 P.M.	A display of fashion fabrics containing Du Pont textile fibers. Showing Feb. 24 to March 20. By invitation. Contact: Patricia McGinn, 971-4653.		
Tuesday Feb. 25	PRESENTATION OF "PRODUCT X"	DUBARRY (DIV. WARNER- LAMBERT PHARMACEUTICAL)	HOTEL PLAZA
4:00 P.M.- 7:00 P.M. Cocktails	Presentation of "Product X," a new concept in cosmetics by the DuBarry Division of the Warner-Lambert Pharmaceutical Company. For the press, by invitation. Contact: Howard Chase Assoc., JU. 2-1300.		
Wednesday Feb. 26	INTRODUCTION OF NEW MAKEUP	ELIZABETH ARDEN; BLOOMINGDALE'S	ST. REGIS HOTEL LIBRARY
5:00 P.M.- 7:00 P.M. Cocktails	Elizabeth Arden and Bloomingdale's will invite the press to a preview of a new look in makeup. By invitation. (<u>For Release, Fri., Feb. 28.</u>) Contact: Becky Cheney, PL. 3-3410.		
Feb. 28	BLOOMINGDALE'S RELEASE--Elizabeth Arden's new makeup.(Preview Feb.26--See /Above)		
Monday March 2	PRESS PREVIEW: CUSTOM- ORDER FASHIONS	BERGDORF GOODMAN	2ND FLOOR SALON
11:30 A.M.	Preview of Bergdorf Goodman's Spring custom-order fashions, designed by Leslie Morris. By invitation. (<u>For Release, Tues., March 3.</u>) Publicity: Florence Neff, PL. 3-7300.		
Tuesday March 3	PRESS PREVIEW OF SOPHIE CUSTOM-MADE	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
11:00 A.M.	Sophie, with the assistance of Stephen Erklin, will present her Spring collection. By invitation. (<u>For Release, Wed., March 4.</u>) Publicity: Helen O'Hagan, PL. 3-4000.		
Tuesday March 3	PRESS PREVIEW: SPRING- SUMMER COLLECTION	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
3:00 P.M.	Preview of Spring-Summer collection, designed by Oscar de la Renta for Elizabeth Arden. By invitation. (<u>For Release, Thurs., March 5.</u>) Publicity: Alan McGeehan at McGeehan & O'Connor, PL. 9-8150.		
Wednesday March 4	PRESS PREVIEW OF IMPORT COLLECTION	MACY'S NEW YORK	13TH FLOOR EXEC. DINING
11:00 A.M.	Macy's will present their import collection to the press. By invitation. (<u>For Release, Fri., March 6.</u>) Publicity: Joan Springler, OX. 5-4400.		
March 6	MACY'S RELEASE DATE--Import collection. (Preview, March 4--See Above)		
Friday March 6	PRESS PREVIEW OF IMPORT COLLECTION	BERGDORF GOODMAN	2ND FLOOR
11:30 A.M.	Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. (<u>For Release, Mon., March 9.</u>) Publicity: Florence Neff, PL. 3-7300.		
Wednesday March 11	IMPORT FASHIONS AT TWO SHOWINGS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
9:00 A.M.; 12:00 Noon	Prices--Breakfast: \$8.00, members; \$15.00, guests. Luncheon: \$10.00, members; \$20.00, guests. Contact: CI. 7-3940.		

MOVIES...THEATRE...OPERA

- Monday
Feb. 10 EIGHTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., Feb. 10: Verdi's "La Traviata." Tues., Feb. 11: Wagner's "Lohengrin."
Wed., Feb. 12: Verdi's "Otello." Thurs., Feb. 13: Verdi's "Aida."
Fri., Feb. 14: Menotti's "The Last Savage." Sat. Mat., Feb. 15.: Verdi's
"Otello." Sat. Eve., Feb. 15: Tchaikovsky's "Eugene Onegin." Publicity:
Francis Robinson, PE. 6-1200.
- Tuesday
Feb. 11 OPENING: "THE PASSION OF JOSEF D" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST.
Arthur Cantor, E.E. Fogelson, in association with Mark Lawrence will pre-
sent the play by Paddy Chayefsky, about the rise of Stalin after the
Revolution of 1917. Starring Peter Falk, Luther Adler, Elizabeth Hubbard.
Director: Mr. Chayefsky. Costumes: Domingo A. Rodriguez. Publicity:
Tony Geiss, LO. 3-4370.
- Tuesday
Feb. 11 OPENING: "MAZOWSZE" N.Y. CITY CENTER, 131 WEST 55TH STREET
S. Hurok, in association with the City Center of Music and Drama, will
present 100 dancers, singers, and symphony orchestra from Warsaw, for a
two-week engagement. Founder: Tadeusz Sygietynski. Artistic Director:
Mira Ziminska Sygietynska. Publicity: Martin Feinstein, CI. 5-0500.
- Thursday
Feb. 13 OPENING: "FOXY" ZIEGFELD THEATRE, 1347 SIXTH AVENUE
David Merrick will present a musical comedy based on the classical farce
by Ben Jonson, set in the period of the gold rush in the Yukon, starring
Bert Lahr, Larry Blyden, Julianne Marie. Director: Robert Lewis.
Costumes: Robert Fletcher. Publicity: Harvey Sabinson, TN. 7-8500.
- Saturday
Feb. 15 OPENING: "WHAT MAKES SAMMY RUN" 54TH ST. THEATRE, 152 W. 54TH STREET
Starring Steve Lawrence, Sally Ann Howes, Robert Alda with Bernice Massi,
Barry Newman, Victor Kilian, Richard France, Anny Freeman, George Coe,
Graciela Daniele, Mace Barrett, Walter Klavun, in the new musical based
on the novel by Budd Schulberg, presented by Joseph Cates. Director:
Arthur Storch. Costumes: Noel Taylor. Publicity: Kirschner-Welles,
LT. 1-1533.
- Wednesday
Feb. 26 OPENING: "THE DEPUTY" BROOKS ATKINSON THEATRE, 256 W. 47TH ST.
Co-starring Emlyn Williams and Jeremy Brett, with Fred Stewart, Carl Low,
David Hurst, Stefan Gierasch, Philip Bruns, Ron Leibman, Ian Wolfe, Louis
Hector, in the drama by Rolf Huchhuth, adapted by Jerome Rothenberg, about
the stand of Pope Pius XII in preventing the annihilation of 6 million
Jews during the Nazi period; presented by Herman Shumlin and Alfred Crown.
Director: Herman Shumlin. Costumes: Edith Lutyens Bel Geddes.
Publicity: David Lipsky and Lawrence Witchel, CI. 6-7140.
- Thursday
Feb. 27 OPENING: "FUNNY GIRL" THE WINTERGARDEN, 1634 BROADWAY
Starring Barbra Streisand, Sydney Chaplin, Kay Medford, in a new musical
about the immergence of Fanny Brice as a star during the years 1910-1925,
presented by Ray Stark. Music: Jule Styne. Lyrics: Bob Merrill.
Director: Garson Kanin. Costumes: Irene Sharaff. Publicity: Walter
Alford and Frank Goodman, CI. 6-4180.
- Wednesday
March 11 PREMIERE: "BECKET" (Movie) LOEW'S STATE THEATRE, B'WAY & 45TH ST.
Starring Richard Burton as Becket and Peter O'Toole as his King, with
John Gielgud, Donald Wolfit, Martita Hunt, Pamela Brown, based on the
play by Jean Anouilh, presented by Paramount in 70 MM Panavision and
TechniColor. Director: Peter Glenville. Publicity: Nicolas Manula,
BR. 9-8700.

CALENDAR FOR 1965

JANUARY							FEBRUARY							MARCH						
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31																				
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OCTOBER							NOVEMBER							DECEMBER						
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31																				